

WHAT IS CLAIMED IS:

1. A method, comprising:
 - (a) receiving a remote service link across a short-range wireless communications network, the service link corresponding to a service provided by a remote service provider;
 - (b) deleting a previously stored remote service link when a maximum number of stored service links is reached;
 - (c) storing the received remote service link; and
 - (d) displaying a representation of the received remote service link.
2. The method of claim 1, wherein step (c) comprises storing the received remote service link in a folder corresponding to received remote service links.
3. The method of claim 2, wherein step (d) comprises displaying the representation of the received remote service link in a menu corresponding to the folder.
4. The method of claim 1, further comprising:
 - (e) accessing the service through a user-initiated activation of the remote service link.
5. The method of claim 4, wherein step (e) comprises initiating a communications session with the remote service provider, wherein the communications session employs a cellular communications network.
6. The method of claim 5, further comprising:
 - (f) storing the received remote service link in a folder corresponding to recently activated remote service links in response to establishment of the communications session with the remote service provider.
7. The method of claim 4, further comprising:

(g) displaying the representation of the received remote service link in a menu corresponding to the folder.

8. The method of claim 1, wherein the received remote service link is included in a data structure comprising an identifier corresponding to the received remote service link, the method further comprising:

replacing an earlier stored remote service link with the received remote service link when the identifier corresponding to the received remote service link is the same as an identifier corresponding to the earlier stored remote service link.

9. The method of claim 8, wherein the identifiers each include an identifier of the service provider and an identifier of the service.

10. The method of claim 1, wherein step (d) comprises displaying an icon corresponding to the service.

11. The method of claim 10, wherein step (d) further comprises displaying a service type description.

12. The method of claim 1, wherein the remote service link includes a telephone number.

13. The method of claim 1, wherein the remote service link includes a wireless access protocol (WAP) resource identifier.

14. The method of claim 1, wherein the remote service link includes a hypertext markup language (HTML) resource identifier.

15. The method of claim 1, wherein the remote service link includes a short messaging service (SMS) message format and destination number.

16. The method of claim 1, wherein the short-range wireless communications network is a Bluetooth network.

17. The method of claim 1, wherein the short-range wireless communications network is a WLAN network.

18. The method of claim 1, wherein the short-range wireless network employs ultra wideband (UWB) transmissions.

19. The method of claim 1, wherein the short-range wireless network employs radio frequency identification (RFID) transmissions.

20. A method, comprising:

(a) receiving a remote service link and an identifier corresponding to the remote service link across a short-range wireless communications network, the remote service link and identifier corresponding to a service provided by a remote service provider;

(b) replacing an earlier stored remote service link with the received remote service link when the identifier corresponding to the received remote service link is the same as an identifier corresponding to the earlier stored remote service link; and

(c) displaying a representation of the received remote service link.

21. The method of claim 20, further comprising:

deleting a previously stored remote service link when a maximum number of stored service links is reached.

22. The method of claim 20, wherein step (c) comprises displaying an icon corresponding to the service.

23. The method of claim 20, wherein step (c) comprises displaying a service type description.

24. The method of claim 20, wherein step (b) comprises storing the received remote service link in a folder corresponding to received remote service links.

25. The method of claim 24, wherein step (c) comprises displaying the representation of the received remote service link in a menu corresponding to the folder.

26. The method of claim 20, further comprising:
accessing the service through a user-initiated activation of the remote service link.

27. The method of claim 26, wherein said accessing step comprises initiating a communications session with the remote service provider, wherein the communications session employs a cellular communications network.

28. The method of claim 27, further comprising:
storing the received remote service link in a folder corresponding to recently activated remote service links in response to establishment of the communications session with the remote service provider.

29. The method of claim 27, further comprising:
displaying a representation of the received remote service link in a menu corresponding to the folder.

30. The method of claim 20, wherein the remote service link includes a telephone number.

31. The method of claim 20, wherein the remote service link includes a wireless access protocol (WAP) resource identifier.

32. The method of claim 20, wherein the remote service link includes a hypertext markup language (HTML) resource identifier.

33. The method of claim 20, wherein the remote service link includes a short messaging service (SMS) message format and destination number.
34. The method of claim 20, wherein the short-range wireless communications network is a Bluetooth network.
35. The method of claim 20, wherein the short-range wireless communications network is a WLAN network.
36. The method of claim 20, wherein the short-range wireless network employs ultra wideband (UWB) transmissions.
37. The method of claim 20, wherein the short-range wireless network employs radio frequency identification (RFID) transmissions.
38. A system, comprising:
a memory having program code stored therein;
a processor disposed in communications with the memory for carrying out instructions in accordance with the stored program code;
wherein the stored program code, when executed by the processor, causes the processor to perform:
receiving a remote service link across a short-range wireless communications network, the service link corresponding to a service provided by a remote service provider,
deleting a previously stored remote service link when a maximum number of stored service links is reached,
storing the received remote service link, and
displaying a representation of the received remote service link.
39. A system, comprising:

a memory having program code stored therein;
a processor disposed in communications with the memory for carrying out instructions in accordance with the stored program code;
wherein the stored program code, when executed by the processor, causes the processor to perform:
receiving a remote service link and an identifier corresponding to the remote service link across a short-range wireless communications network, the remote service link and identifier corresponding to a service provided by a remote service provider;
replacing an earlier stored remote service link with the received remote service link when the identifier corresponding to the received remote service link is the same as an identifier corresponding to the earlier stored remote service link; and
displaying a representation of the received remote service link.

40. A computer program product comprising a computer useable medium having computer program logic recorded thereon for instructing a processor in a wireless communications device, the computer program logic comprising:

program code for enabling the processor to receive a remote service link across a short-range wireless communications network, the service link corresponding to a service provided by a remote service provider,

program code for enabling the processor to delete a previously stored remote service link when a maximum number of stored service links is reached,

program code for enabling the processor to store the received remote service link, and

program code for enabling the processor to display a representation of the received remote service link.

41. A computer program product comprising a computer useable medium having computer program logic recorded thereon for instructing a processor in a wireless communications device, the computer program logic comprising:

program code for enabling the processor to receive a remote service link and an identifier corresponding to the remote service link across a short-range wireless communications network,

the remote service link and identifier corresponding to a service provided by a remote service provider;

program code for enabling the processor to replace an earlier stored remote service link with the received remote service link when the identifier corresponding to the received remote service link is the same as an identifier corresponding to the earlier stored remote service link; and

program code for enabling the processor to display a representation of the received remote service link.

42. A display for a wireless communications device, the display comprising:

a dynamic menu for displaying representations of at least one remote service link received across a short-range wireless communications;

a recent menu for displaying representations of at least one remote service link that was used to establish a communications session with a remote service provider, wherein the communications session employs a cellular communications network.; and

a saved menu for displaying representations of at least one remote service link that was selected for storage by a user.

43. The method of claim 42, wherein the representations displayed by the dynamic menu, the recent menu, and the saved menu each include an icon.

44. The method of claim 42, wherein the representations displayed by the dynamic menu, the recent menu, and the saved menu each include a service type description.